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Rural Electrification Administration
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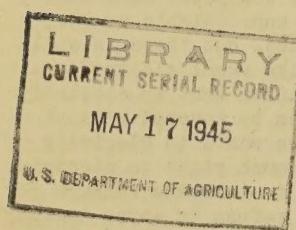
NEWSLETTER TOPICS

To the Manager:

The first article in this issue of Newsletter Topics, entitled "Co-op Electric Service Means Service to All," contains information that we believe should reach your unserved members, as well as those you are already serving. We hope you will distribute it unless you have already given your members this same information or unless some special local situation makes use of the information undesirable.

Present power company attacks on the REA program in many sections of the country have been carefully timed to take advantage of unrest among applicants for co-op service whose connections have been delayed. Administrator Wickard believes REA cooperatives can meet this attack only through an educational program that will keep their members and the public fully informed of their plans and of factors that are delaying progress.

If you use the article in your newsletter, we hope you will make a special effort to distribute it to your unserved members, even if you do not carry them on your regular mailing list. If you do not publish a newsletter now, we would like to suggest that you start one now and publish this article in the first issue. The immediate future is a critical period for your area coverage plans. Even if you do not use the article in a newsletter, please give serious consideration to distributing it as a special mailing piece to all your served and unserved members. In case you do that, you can put it in letter form, opening with "Dear Member" and closing with the signatures of the president of your Board and perhaps all the Board members.



Robert J. Lambert

Robert J. Lambert, Head
Current Information Section

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CO-OP ELECTRIC SERVICE
MEANS SERVICE TO ALL

Your REA co-op has been growing steadily ever since it began. Since Pearl Harbor, we have extended service to _____ new members and are now supplying power to _____ farmers in _____ Counties. Besides building lines during the war, we kept planning for the future. We made a survey and found that there were _____ unelectrified farms in our territory. (no.)

Then we worked out plans that will make it possible for us to supply electricity to practically every one of those farms. We call that our "area coverage" program.

Naturally, not all of these farms can be served right away. Poles, wire, meters and materials we need to build power lines are just as scarce as many of the farm and household supplies you want to buy and can't. As fast as we get materials we are connecting the farms that can be reached with short lines and building basic lines that we will need in order to cover our whole area later. Just as soon as we have plenty of materials again, we can build lines three or four times as fast as we are building them now.

There is no problem about financing our program. All the money we use for building lines is borrowed from the Federal Government through the REA. The loan terms are liberal, and we are paying back our loan out of the money we collect on monthly power bills. We have already received REA's approval of construction that will reach _____ unelectrified farms. We feel sure of getting as much additional money as we need to carry out our entire area coverage program.

This program to reach all the farmers in our territory will go ahead just as fast as we can get the materials. You can be sure of that. And we will have a supply of materials just as soon as any power company will. Do not be fooled by any statements to the contrary you may read or hear. In the long run, we will serve more farmers than a power company possibly can, because the power company is in business to make money for a handful of stockholders and our co-op's only business is service to farmers on a non-profit basis.

A few years ago, the power companies were not interested in serving farmers because they could see no profit in it. Up to 1935, when the REA program started, there were only about 750,000 electrified farms in the whole United States. Today there are nearly 3,000,000. REA co-ops are serving a large part of those electrified farms.

Because REA co-ops have been so successful, the power companies have decided that farm electrification may not be so unprofitable as they used to think. They are now interested in farm service, but there is still an important difference between the REA program and the rural electrification methods of the power companies. The power companies want to electrify areas where farmers live fairly close together and can be reached without too much expense for line building. A co-op like ours wants to electrify all farms, because we believe that one farmer has as much right to electricity as another. We do not believe we have any right to tell the farmers in one area that we can serve them and at the same time refuse to serve another farm community. If the area coverage plans of the REA co-ops are upset, thousands of farmers may be placed out of reach of any electric system. Yet that is likely to happen if the power companies get many farmers in the more thickly settled areas to take service from them.

Every one of you unserved members can be sure that we have not forgotten you. We want to serve you and expect to. The chances are that by serving you and your immediate neighbors, we can reach beyond you to serve other farms in our area coverage plan. We hope you will wait for us.

MORE ABUNDANT POWER SOURCES NEEDED
TO MEET FUTURE COOPERATIVE DEMAND

(NOTE: This story must not be used before May 9).

The need for more abundant power sources to meet the future requirements of REA-financed rural electric systems is of concern to both farm and town people, REA Administrator Claude R. Wickard recently told members of the American Public Power Association at Memphis, Tennessee. Administrator Wickard told his listeners that the two billion two hundred kilowatt hours distributed over REA-financed lines during the 12 months ending June 30, 1945 represents only a fraction of what their load will be in years to come.

Excluding electricity supplied to war industries and military establishments by REA borrowers, Mr. Wickard pointed out that about one billion seven hundred million kilowatt hours of this power went to farms and rural consumers, including small industrial and commercial users in rural areas. This, he said, was enough to do the work of approximately four million men, employed 10 hours daily for 300 days.

With rural electrification less than half completed and power utilization on the farm in its infancy, electricity's place in the social and economic life of farmers is already established. Present heavy consumption and the demand for electric service on the part of rural people who do not yet have it are indicative of the vast power sources that will be needed to supply future requirements.

The cooperation of the people in the towns in completing the rural electrification job will bring the town residents many substantial benefits, Mr. Wickard said. Businessmen in the towns and cities dependent upon farm trade for their principal economic support have a big stake in the rural electrification program. It has been estimated that the present market demand for electrical appliances and electrical farm equipment on the farms already enjoying electric service amounts to more than 500 million dollars. That figure will be doubled by the construction program for which Congress has already provided REA loan funds. These are the immediate benefits of the REA program. Of even greater importance to towns in electrified farm areas are the continuing benefits that will result from a better balanced rural economy as electricity is put to work on more farms.

Adequate power for REA borrowers at rates their members can afford to pay is of importance to every person who will benefit from the full development of rural electrification. To obtain it, they merit the support of their town neighbors who will share these benefits of electricity with them.

"In many cases," Mr. Wickard stated, "the smaller towns with their own generating plants could obtain power at much lower rates by working with their neighboring REA cooperatives or public power districts, even without merging their distribution systems. This is especially true in those sections in which large blocks of public power are being developed by construction of dual purpose dams."

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YOUR PART IN YOUR CO-OP'S PUBLIC RELATIONS PROGRAM

The strength of a rural electric cooperative is measured partly by the service its members give voluntarily in an effort to improve their joint enterprise--such services as donating right-of-way, reporting causes of outages, and teaming up to restore service in time of emergency. You can all help in that same way with the never-ending job known as public relations.

This is nothing that takes much time or effort. By simply keeping informed about your co-op and talking about it among your friends and associates, you are helping with public relations.

Be sure the merchants and professional people you deal with understand that our co-op is a going concern, paying its way without help from anyone, and that it is building up the wealth of their trade territory. Get around among your neighbors who are still waiting for electricity and explain our area coverage plans to them. In these simple ways, you will be helping your co-op more than you have any idea.

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WORLD FAMINE EMERGENCY CALLS FOR PROMPT SHIPMENTS OF FOOD

The most critical stage of the famine among war-torn foreign people will extend until mid-summer and prompt shipments of foodstuffs in quantity is necessary to save them from starvation.

Americans can supply food enough to keep millions of these unfortunate alive. They can do it with little inconvenience and without appreciable sacrifice. Cereal grains, fats and oils will do most to relieve the emergency, with wheat listed as the Number I essential. By reducing our consumption of these items and eating other foods we will still have the best diet of any nation in the world.

To further the relief program, the Department of Agriculture makes the following suggestions:

EAT LESS WHEAT PRODUCTS AND FATS: bread, cereals, macaroni, pies, cookies, cakes, salad dressings, etc.

WASTE NOTHING: dress up leftovers; buy only what you can use; re-use, then salvage kitchen fats.

SERVE MORE PLENTIFUL FOODS: potatoes, eggs, poultry, fish, fruits and vegetables in season

KEEP UP YOUR VICTORY GARDEN AND PRESERVE FOOD AT HOME.

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SOME GOOD EXAMPLES OF NEWSLETTER ITEMS

From newsletter of the Tri-County Electric Cooperative, Inc., Carrington, N. D.: "Joe Seiler, Jr., has installed a 50-gallon electric water heater. An additional street light was recently added to the Glenfield system. Tony Lill has installed an electric brooder. Chris Larson informs us that he has installed an electric range. New electric ranges were recently installed in the Ray Young and H. L. Rowe homes. Paul Frappier and William Westenhauser have installed electric brooders. Mrs. Otto Topp has installed a new $\frac{1}{2}$ h.p. motor for pumping water."

From newsletter of the Oneida-Madison Electric Cooperative, Inc., Bouckville, N. Y.: "Joe Slate, Madison, has installed a new electric water system in his dairy barn. Mrs George Warner, Canastota, is enjoying a new electric washer and electric clock. We wish to thank John Kolor, Canastota, and George Leete, Erieville, for reporting non-registering meters."

